

CORTRIGHT METAL SHINGLE ADVOCATE

"John, the old wooden roof is leaking again, and will ruin the paper in the Guest's room. You know I've invited the Smiths to visit us next week. Can't we have it repaired?"

"No! I'm going to have CORTRIGHT METAL SHINGLES put on over the old shingles at once, and stop all this trouble and expense."



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The Cortright Family

LET us gather 'round for a minute.
It's a tremendous circle.

And every face is rosy and smiling.
What a great setting for a heart-to-heart talk.

Well, let us begin right here in Pennsylvania.

The prophet who was without honor in his own land lacked enterprise.

Cortright Metal Shingles can be seen in all parts of this State; on handsome country homes, on buildings through some of the finest farming districts of the world and even up "cheek by jowl" with the slate quarries—everywhere you go.

Then in the great Empire State, where frugality is a scoffing, where fashion vies with fashion to create the new, from the palisades of the picturesque Hudson to the shores of Lake Erie.

So on throughout New England, where thrift has so concentrated wealth that every other man, or often than not, every man is well to do, Cortright Metal Shingles also find their place of importance.

Then the arc of the circle swings

out through the Middle West—Ohio, Indiana, Illinois—even invading the territory beyond the Father of Waters.

Rapidly gaining strength it passes through the great progressive Southwest, where Cortright Shingles are the rule rather than the exception; on through the cotton belt, reaching its "grand finale" in North and South Carolina, Virginia and Maryland, where Cortright is the leader for all classes of buildings from the modest cottage to the most ornate mansions, imposing churches, large railroad stations, warehouses and public buildings.

What does it all mean?

The answer is on every lip. Quality, faithfulness to principle, liberality of dealing, reliability, responsibility.

No skill of salesmanship could have cemented together this immense family circle. No selfish interest could hold it together. No degree of commercial "smartness" could strengthen it. No elasticity of business methods could extend it.

Look deeply into this.

It means a deal to you if your home is covered with Cortright Metal Shingles.

It means more to you if you have yet to buy.

Such a business structure was built stone on stone; reared up of little things well done; thousands, tens of thousands of transactions that bear all the searching light of day; close contact with men everywhere who know roofing as they know their physical members; constant obligation to people in every community.

Significant satisfaction.



Ottawa University, Ottawa, Kansas, covered with Cortright Victoria Shingles.

Ottawa, Kansas, Sept. 4, 1911.

Gentlemen: During the year 1903 the main building of Ottawa University was covered with the painted tin Victoria Shingles. Since that time we have painted the roof once. It has given excellent satisfaction in all these years.

Very sincerely yours,

S. E. PRICE, Pres.

The best roofing ever known

Cortright Metal Shingles are not a competitor of cheap roofing in any way. The only attention we pay to price is to keep well away from the point of extravagance, yet the cost of Cortright Metal Shingles is not excessive; the price is not even high; because the profit on them is smaller than that made on any other roofing.

Cortright Metal Shingles are made along that very rigid line, "The Best is the Cheapest."

This matter of quality is the most momentous question in your building operations. If you are your own architect and builder, you are safe only in using *the best* of everything—not the costliest, but *the best*. If you are building for someone else, the

future of your business requires you to use *the best*—it is hard to build up a reputation, harder still to maintain it—the best roof on a house will atone for many mishaps beneath it. If you are a roofer, you have even a narrower latitude of work and you must do your best—and use *the best*; everything points to Cortright Metal Shingles, the roofing that makes work easy, sure and permanent.

If you build to sell again, if you build for permanent residence, if you build for ornament as well as for service, this question of quality will force itself to the front and will make the strongest appeal to your own good sound sense, and with little consideration of *the best* roofing—Cortright Metal Shingles.

Cortright Shinglings

To read without reflecting is like eating with no digestion to follow. Think well on these Cortright truths.

Wisdom at the beginning saves disappointment at the end. Be sure of your roof, and so be sure of your house.

The man who learns his roof lessons under Cortright Metal Shingles gets his tuition at reduced rates; because he makes no mistake.

"He who laughs most, sleeps best," says the doctor who slyly listens to the patter of the thwarted rain drops on his Cortright Metal Shingles.

We're always ready to exchange advice. Don't fail to tell us what you know—and what you don't know about roofing we'll tell you.

Get a roofer who knows all about roofing—you'll recognize him by these words on his sign: "Cortright Metal Shingles"—a wise man never trusts anybody who trusts to luck.

Cortright Metal Roofing is the only absolutely tight roof—tight against water, tight against fire, tight against repair expense—the best all-the-year-round roof.

Character is bounded on the north by industry, on the east by integrity, on the south by morality, and on the west by honesty. This is the four-square measure of Cortright Metal Shingle production.

When you buy a roof pick your material with care, lest the rains and the sun pick it apart with less care.

It's the knowing homemaker who knows enough to know there's a lot to know about roofing that he doesn't know. Therefore he goes on a little journey to the home of a Cortright Metal Shingle dealer.

"Don't worry—SMILE," says the little desk card; which is well in its way. But there's something better—just write beneath—"and have something back of the smile." Put this under your roof.

"He who won't be advised can't be helped." Thanks, Dr. Franklin; we know it. Once in a while we cast a teardrop as a good man passes down the other fork of the road; but let us smile when he comes back to the Cortright highway; he'll be the better for it all.

Yes, pedigrees are useful things to have back of you. If we couldn't look back to the original Cortright and all the little Cortrights since then, we would be in the catalogue with the numberless shinglers who have come on the scene within the last decade without even the claim of a grandfather.

It's rare when a man asks for a good thing, little expecting it, and gets it, that he does not regret not having insisted on more. Many stand out strong for everything at the best until they reach the roof—and then weaken—yet there are not a few who know that Cortright Metal Shingles are on top. They are safe with even some disappointment below.



School Building at Lawrenceburg, Tenn., funds for erecting which were donated by Mr. J. H. Stribling. The plans and specifications for this building were prepared by Mr. W. F. Hartman, Architect and Builder of Lawrenceburg. The Building covered with the Cortright Galvanized Metal Slates, 10 x 14 size, and put on by Mr. C. C. Schade, Tinner and Roofer, of Lawrenceburg.

The Thrifty Husbandman

The hale, thrifty husbandman gathers his
corn;
Ripened pumpkins he brings from the
field;
And fills to o'erflowing the barrel and bin
With the apple trees' red luscious yield.

He threshes his grain, and he takes it to
mill;
Carts the wood for the eventide cheer;
And makes all secure round the sheep-fold
and barn,
'Gainst the winter time fast drawing near.

If shingles aleak mar the roof of his home,
For a roofing of **Cortright** he sends;
(Home comfort and peace, well this hus-
bandman knows,
Oftentimes on the roofing depends.)

Soon rests he content with his book and
his pipe;
Perhaps joins with his children in play.
The storm, bleak and drear, is unheeded by
all,
Well protected by **Cortright** are they.



A Long Sermon

The preacher was eloquent, the congregation patient, and the discourse very long. A stranger entered and took a seat in a back pew. Presently he whispered to the man at his side, evidently one of the old members: "How long has he been preaching?" "Thirty or forty years, I think," answered the elderly man. "I don't know exactly." "I'll stay then," said the stranger. "He must be nearly done."



The Only Original

George Washington was very small, very black and very new to the life of the public school which he had just entered. His family had emigrated to the city from some unknown wilderness, and the officials of the school board had discovered little George and brought him into line

with the prospects of the higher education. It was his first day, and the teacher was trying to make him at home.

"And so your name is George Washington?" said the teacher.

"Yassum. Jorge Washin'ton."

"And I suppose you try to be as like him as a little boy can, don't you?"

"Lak who, mam?"

"Like George Washington."

The youngster looked puzzled.

"Ah kain't help bein' lak Jorge Washin'ton," he replied stoutly, "cos that's who Ah am."



Mrs. De Fashion (at a children's party)—Marie!

Nurse Girl—Yes, ma'am.

Mrs. De Fashion—It's time for us to go home. Which of these children is mine?



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METAL ROOFING
COMPANY
PHILADELPHIA
AND
CHICAGO

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